

Message Text

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ACTION ARA-14

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FM AMEMBASSY SAN SALVADOR
TO /USINFO WASHDC PRIORITY
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UNCLAS SAN SALVADOR 00462

FOR ILA, IPS, IBS, IOP, STATE FOR ARA/CEN

E.O. 11652: N/A
SUBJECT: MEDIA REACTION: SECRETARY TODMAN VISIT TO EL SALVADOR

MEDIA COVERAGE-VERY EXTENSIVE.

1. PRESS THE LEADING NEWSPAPERS IN EL SALVADOR COVERED FRONT-PAGE WITH BANNERS AND PAGESIZE PHOTOS, HIGHLIGHTING EVERY PHASE OF ASSISTANT SECRETARY TODMAN'S VISIT. EL MUNDO, JANUARY 26: "TODMAN ARRIVES" A LARGE PHOTO SHOWS TODMAN SIGNING THE HONOR REGISTER (LIBRO DE ORO); JANUARY 27: "CORDIAL ROMERO-TODMAN MEETING." LA PRENDSAN GRAFICA, JANUARY 27: "FAITH IN THE LAW EXPRESSED BY TODMAN" AND A LARGE PHOTO OF HIS ARRIVAL; JANUARY 28: "MORE UNDERSTANDING, EXHORTS TODMAN," AND A LARGE PHOTO WITH ASSISTANT SECRETARY TODMAN, PRESIDENT ROMERO, VICE-PRESIDENT ASTACIO AND AMBASSADOR DEVINE. EL DIARIO DE HOY, JANUARY 27: "FAITH IN THE LAW EXPRESSED BY TODMAN" ACCOMPANIED BY A LARGE PHOTO OF HIS ARRIVAL; JANUARY 28: "AMNESTY OF ILLEGALS IN THE U.S." AND A LARGE PHOTO TAKEN AT THE AMEJBCAN CHAMBER OF COMMERCE WHERE ASSISTANT SECRETARY TODMAN DELIVERED A SPEECH. NO EDITORIAL COMMENT SO FAR.

2. TELEVISION. CHANNELS 2 AND 4 PROVIDED SEVERN SPOTS-ALL OF VERY GOOD VISUAL QUALITY, STARTING AS EARLY AS THURSDAY, UNCLASSIFIED

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WITH TELE-WRAPUPS OF SECRETARY TODMAN'S VISIT SATURDAY EVENING.

3. RADIO. KEY RADIO STATIONS ASSIGNED REPORTERS AND COVERED THIS EVENT EXTENSIVELY. IMMEDIATELY AFTER SECRETARY TODMAN'S DEPARTURE, USIS PREPARED A SPECIAL HALF-HOUR RADIO PROGRAM ON HIS VISIT WHICH WAS CARRIED BY 26 STATIONS THROUGHOUT THE COUNTRY ON SUNDAY (JANUARY 29).

THIS MORNING (MONDAY) THE VOA CARRIED HIGHLIGHTS OF TODMAN'S VISIT. THE REPORT WAS PREPARED BY THIS POST AND SENT BY TELEPHONE LINE TO WASHINGTON.

4. TWO MOVIE COMPANIES--CINE SELECCIONES AND CINE SPOT-- FILMED THIS EVENT. FILM CLIPS OF THE VISIT WILL BE INCLUDED IN THEIR NEWSREELS AND SHOWN AT LOCAL MOVIE THEATRES DURING THE LATTER PART OF THIS WEEK.

5. ALL OFFICIAL STATEMENTS (ARRIVAL, DEPARTURE, TOAST, AND SPEECH AT AMERICAN CHAMBER OF COMMERCE), AS WELL AS THE FULL TRANSCRIPT OF THE PRESS CONFERENCE WERE PREPARED AND/OR TRANSLATED AND IMMEDIATELY RELEASED TO MEDIA FOR THEIR USE, AND DELIVERED TO THE EMBASSY'S KEY CONTACTS IN THE GOVERNMENT FOR THEIR REFERENCE. SECRETARY TODMAN REPLIES AT THE PRESS CONFERENCE WERE GIVEN FRONT-PAGE HEADLINES, WITH EACH NEWSPAPER EMPHASIZING A DIFFERENT TOPIC.

6. TO INSURE BETTER SECURITY AND PROGRAM CONTROL OF MEDIA REPRESENTATIVES, USIS ISSUED ITS OWN ACCREDITATION CARDS TO 22 MEDIA REPORTERS REPRESENTING PRESS, RADIO, TV AND FILM.
ALL IN ALL, IT WAS A HAPPY OCCASION.

7. MEDIA REACTION WAS MOST FAVORABLE TO ASSISTANT SECRETARY TODMAN AND TO AMBASSADOR DEVINE. ALL PAPERS PRAISED
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SECRETARY TODMAN'S "PERFECT USE OF THE SPANISH LANGUAGE."

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